1 Shedding Light on the Grant Writing Process

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2 Today's Agenda

- Resource for grant writing
 - -Winning Grants Step by Step
- Overview of the grant writing process
 - 12 step-by-step instructions
- MDHE-administered grant programs
- Other grant writing resources

3 Resource for Grant Writing

- Winning Grants Step By Step, 2nd Edition
 - Author: Mim Carlson & The Alliance for Nonprofit Management
- · Workbook for successful proposals
 - Planning
 - Developing
 - Writing

4 Introduction to Grant Writing

- Components of a grant application:
 - Written application
 - Supporting documents
- Sources of funds:
 - Federal government
 - State/local government
 - Independent foundations
 - Corporate foundations
 - Community foundations

5 Introduction to Grant Writing

- Reasons to seek grants as a source of funding
 - Key source of funding for many nonprofit organizations
 - Inexpensive
 - Build credibility with funders
 - Help make community changes
- Basic proposal outline
 - Develop a clear program plan
 - Research funders thoroughly

- Build strong relationships with funders
- Target your proposals carefully
- Write a concise proposal

6 Tips to a Successful Proposal

- Proposals should flow and build from one component to the next
- Use a positive writing style
- Avoid jargon and overwriting
- Tailor your proposal to each funder's instructions
- Know deadlines for proposals
- Ask for feedback
- Make your proposal visually attractive

7 Step 1: Developing the Idea

Key questions to develop your proposal ideas:

- What new projects is your organization planning for the next 2 to 3 years?
- Which of these projects are compatible with your organization's mission statement?
- What is unique about your organization's project?
- Who else is doing this project, and can a partnership be formed?
- What community need does each of your organization's projects address?
- What members of your community would support each project?
- Does your organization currently have the expertise to undertake each project?
- Is there internal support for the project?

8 Step 2: Developing Relationships with Funders

- Initial contact with funding organization
 - Review Web site or annual report for list of grant available
 - Ask funder about grant application, guidelines, and deadlines for receiving proposals
- Develop a relationship
 - Send a letter of intent
 - Contact funders by phone
 - Face to face meetings with funders

9 Step 3: Writing a Compelling Need Statement

Four key elements of a need statement:

- 1. The need must show a clear relationship to your organization's mission and purpose
- 2. Your focus should be on the needs of those your organization serves rather than
- 3. The need is based on statistical facts or expert testimony
- 4. The need should be consistent with your organization's ability to respond to that need

10 Step 4: Defining Clear Goals & Objectives

- What is a goal?
 - A goal is a broad-based statement of the ultimate result of the change being undertaken (a result that is sometimes unreachable in the short term)
- What is an objective?
 - An objective is a _____time-specific result that the organization expects to accomplish
 - Method for achieving a goal

11 Step 5: Developing Your Methods

- Provide a clear description of the methods to be used
- Describe program staffing
- · Identify who is being served
- Explain why these methods were chosen

12 Step 6: Preparing the Evaluation Component

- Provides the effectiveness and efficiency of a project
- Compares what you hoped to achieve to what you actually did achieve
- Ensures that obligations to funders are met
- Benefits:
 - Strengthens your proposal
 - -Learn what methods work vs. what is not working
 - -Gain public trust

13 Step 7: Developing Sustainability Strategies

- Sustainability strategies:
 - Are alternate solutions to continue funding your projects after the grant funds run out
 - May reinforce the importance of achieving long-term success with your project

 Are not always required as a part of the grant application but nonetheless can be important to persuade potential funders of the importance of your proposed project

14 Step 8: Preparing the Project Budget

- Estimate costs to fund your projects
- Steps in creating a budget:
 - Establish a budget period
 - Estimate expenses
 - Determine if overhead cost should be included
 - Estimate donated goods and services
 - Calculate any anticipated revenues or _____
 - Check the overall budget

15 Sample: Budget Worksheet

16 Step 9: Writing the Organization Background Component

- Establish your organization's creditability
 - Financial stability
 - Management/administrative capabilities
 - Community services already in place
 - _____
- Tips for writing the organization background components
 - Explain what the organization does
 - Highlight items of special interest
 - Use data and testimonials
 - Complete this section after the program planning is determined

17 Step 10: Writing the Proposal Summary

- This section of the proposal appears ______in a grant application but generally should be written _____.
- Proposal summary contains:
 - Identification of the applicant
 - -The specific purpose of the grant
 - Qualifications to carry out this purpose
 - -The anticipated end result
 - The amount of money requested
 - -The total project budget

18 Step 11: Putting the Package Together

- Cover letter
 - States the request and purpose
 - Provide follow-up information
 - Organization's contact information

- Appendices
 - -List of board members and affiliates
 - Last year's organization budget
 - Brochures, newsletters, or other print materials
 - Other supporting documentation
- Packaging
 - Well organized
 - Sections marked clearly
 - Note if more than one copy is needed
- Use a final proposal checklist to make sure everything is complete

19 Step 12: Sustaining Relationships with Funders

- Follow up on your organization's proposal
- · Keep funders informed of any changes
- · Respond to the funder's decisions

20 Grants Administered by your Missouri Department of Higher Education

21 Default Prevention Grant

- Purpose:
 - Provides Missouri institutions the ability to implement and sustain activities such as debt management programs, retention activities, and financial literacy workshops
- Timeframes:
 - Awarded annually to renewal schools
 - New Missouri schools invited to participate every few years
- Staff contacts:
 - Marilyn Landrum and Sarah Schedler
 - Your MDHE client service representative and Julie Meyer

22 Improving Teacher Quality Grant

- Purpose:
 - Supports professional development projects for teachers and principals to increase academic achievement for students
- Timeframes:
 - Awarded competitively on an annual basis
- Staff contacts:
 - -BJ White, academic affairs area of the MDHE

23 Challenge Grant (New!)

• Purpose:

- Created by the CCRAA of 2007
- Encourages projects focused on outreach and access to postsecondary education and may also be used for financial literacy and debt management projects
- Timeframes:
 - Awarded competitively on a one-time basis; funding will be available for two academic/fiscal years
- Staff contacts:
 - Leroy Wade or _____
 - Your MDHE client service representative or Julie Meyer

24 Other Grant Writing Resources

- Alliance for Nonprofit Management
 - www.allianceonline.org
- Compasspoint
 - -www.compasspoint.org
- The Foundation Center
 - www.fdncenter.org
- Foundations
 - -www.foundations.org
- Fundsnet Online Services
 - www.fundsnetservices.com
- Grantsmanship Center
 - www.tgci.com
- Federal Grants
 - -www.grants.gov
- State of Missouri
 - -www.mo.gov

25 Questions?

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